

Nancy C. Howard
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Marketing Professional

Master's Degree in Business Administration – Marketing Selected Professional Accomplishments

Market Development

- Sold \$350,000 of revenue in 8 months in new industry of outdoor advertising
- Expanded new revenue streams from 15% to 51% for national trade publication
- Launched Spanish language publication and on-line Wealth Magazine
- Achieved highest revenue since launch of WHERE Orlando Magazine
- Led the “most successful” advertising department in Moody Magazine’s history in Chicago
- Developed pricing and marketing program for national Wealth Magazine
- Successfully produced promotional campaigns for national publications

Acquisition/Penetration

- Developed competitive analysis, strategic networking to deliver 306% revenue goal achievement for WHERE Orlando Magazine
- Received 3 Top Producer Awards plus Sales Executive Club at ABARTA Media
- Achieved previous year’s sales in first 5 months of publication
- Initiated sales turnaround increasing revenue by 240% for trade publication
- Implemented selling strategies to deliver outstanding sales performance
- Found potential investors for multi-million-dollar hotel renovation projects

Customer Relations

- Recognized for “Outstanding Leadership and Client Services”
- Awarded “Allied Member of the Year” by Central Florida Concierge Association
- Resolved client issues restored program of major chemical company
- 109% goal achievement for web and print advertising and sponsorships

Professional Experience

Visiting Professor ORU, College of Business**8/2017-present****Instructor of Marketing —Tulsa, OK**

Taught Business Communications, Business Seminar & Marketing, as an Adjunct Professor, including online business courses Summer 2018.

Teaching same courses full-time, Fall of 2018 including Sr. Seminar.

Outside Sales—Tulsa, OK**3/2016 – 12/2017**

Account Executive for supplemental and life insurance policies for Transamerica and Director of Sales for Stokely Outdoor Advertising as independent contractor.

Liberty Creative Group—Orlando, FL**7/2012 - 3/2016**

Marketing, Printing and Promotional Company

Account Manager

Branding and marketing through consultative sales, design and printing collateral including direct mail. Outside sales in Central and East Florida. As first employee, outsold 5 salespeople in acquiring new business and increasing business of existing accounts.

Howard Sales & Services – Orlando, FL**8/2005 – 7/2012****President/Consultant**

Managed training, special projects, client relations and team building efforts. Led direct sales and educational product Marketing initiatives on behalf of clients including barter, builder for million-dollar hotel renovations, Wealth Magazine, Nutritional product for children and vacation home sales. Skills used included: Product promotion, networking, advertising sales, presentations, nutrition consulting and sales. Employed by Meister within this time.

Meister Media Worldwide - Orlando, FL**1/2007 – 7/2008**

Meister Media Worldwide, agricultural media.

Sales Associate and Project Manager

109% goal achievement. Directed customer marketing, promotional campaigns, client sponsorships and trade shows. Managed forecasting, creation of marketing collateral, client relations, creative and advertising strategies, business development, sales & marketing, market analysis, product development and brand promotion. Ornamental Outlook –ceased publication due to Nursery Grower downturn.

Morris Communications – Orlando, FL**6/2001 – 6/2005**

Privately held Media Company

Sr. Account Manager

Consistent sales performance success in advertising sales for hospitality-oriented publications. Member of their Sales Executive Club and received Top Producer Awards. 2nd runner-up to National Contest.

Wekiva Christian School - Orlando, FL**6/2000 – 1/2002**

Teacher, Elementary. Worked Part time for Morris at same time.

Charisma Media - Orlando, FL**2/1992 – 4/2000**

A multi-media communications company

Advertising Manager & Sr. Account Executive

Advertising sales for various publications. Launched Spanish publication and woman's magazine. Managed ad department for national trade publication. Won sales contest for most contracts sold at national convention. Developed retailing trade publication from 15% to 51% market share.

Education and Professional Development

Masters of Business Administration, Oral Roberts University, Tulsa, OK. Concentration: Marketing

Bachelor of Science in Business Administration, Oral Roberts University, Minor: Spanish

Professional Development, Co-author of *Contemporary Marketing Evolves*--article accepted for JMDC. Mediation skills class, Peace Makers; Strategies for Success Seminar; Leadership skills training in life coach course; Sales Skills; Life, Health & Variable Annuity currently licensed; Landmark Forum; Toastmasters; Lion's Club; Multi-media workshops & Avatars. Associate of the Year, "Central Florida Conceirge Association" 2005.